Resource Library

Introduction

This is it! You’ve taken your first steps into the world of entrepreneurship. While it may seem daunting, with the help of this document you’ll be able to map out a path to success – from defining your idea to onboarding your first customers.

No entrepreneur’s journey is easy, and nothing is guaranteed. But with dedication, hard work and the tips provided here, you’ll walk a similar path as that taken by the biggest and most successful entrepreneurs out there. No pressure – you’ve got this!

You can navigate through the different sections of this document using the collapsible tab on the left.

\*Fair warning, we aren’t lawyers. While we think these are great resources, please use your own best judgment when utilizing any of the information we’ve included. This library should not be used to replace professional advice tailored specifically to you and your needs.

Before we get started, for all you newbs to startupland, here is a list of common terms that you’ll come across on your journey. No longer will you be confused (we hope) by “angels” (heavenly entities? not exactly!) or “unicorns” (not the mythical horned horse, but almost as rare).

**Read:** [Some startup lingo you should know](https://www.techrepublic.com/article/glossary-startup-and-venture-capital-terms-you-should-know/)

**Read:** [Because there is always more lingo](https://medium.com/d-lowe-playbook/startup-lingo-a-glossary-of-business-terms-you-need-to-succeed-48473be7d4bf)

And with that out of the way, let’s get started.

**Note:** We will be constantly updating this document with information that is relevant to early-stage ventures. However, if you feel there’s an additional topic that you would like to see here, please feel free to let us know! Share your feedback at [startup@communitech.ca](mailto:startup@communitech.ca).

**Pre**-r**evenue**

### I have an idea. What should I do next?

Congratulations! You have an idea that is potentially going to change the world. Now is the time to assess it. Do people out in the real world love your idea as much as you do? How many of them are potentially out there? And what value does your product or service provide?

**Read:** [Talk to the customer](https://www.productplan.com/lean-market-validation-10-ways-rapidly-test-startup-idea/)

**Resource:** Market Intelligence Reports

[**Market Intelligence Reports**](https://www.marsdd.com/service/market-intelligence/): Access market intelligence reports from [MaRS](https://www.marsdd.com/) (17 databases, ~$50k value), curated to your specific needs at no cost. Each member can access this service once per year. You must report with an advisor before you request an MI report to review the details of your research. The advisor will be able to provide you with a link to request the report. If you do not have a designated advisor, book time with a startup advisor at an [Advisor Is In session](https://calendly.com/advisor-is-in/advisor-is-in). To learn more about the Market Intelligence resource, check out the following:

**Read**: [What We Do - Market Intelligence](https://www.marsdd.com/service/market-intelligence/)

**Read**: [Market research for startups: Get to know your customers, your target market and the competition](https://learn.marsdd.com/article/market-research-for-startups-find-your-target-market-customers-and-competition/)

**Read**: [Understand your target customer: Know how to conduct market research and apply what you learn](https://learn.marsdd.com/article/understand-your-target-customer-know-how-to-conduct-market-research-and-apply-what-you-learn/)

**Workshop:** Introduction to Market Sizing

* This 30-minute online course is a practical introduction to market sizing and the fundamentals of market research. Learn the market-sizing methods that are often used when describing, analyzing and communicating the size of a market. [**Start now!**](https://learn.marsdd.com/course/introduction-to-market-sizing/)

**Resource:** SimplyAnalytics through Waterloo Public Library (WPL)

* Use your WPL library card to access [SimplyAnalytics](https://simplyanalytics.com/), a web-based mapping, analytics and data-visualization tool that includes census data, household spending data, some customer persona work and more.
* You can access SimplyAnalytics through [WPL’s Digital Library](https://www.wpl.ca/digital-library/research). If you don’t yet have a card, apply for a card [here](https://books.kpl.org/selfreg~S3/). There are options for non-Waterloo residents as well.

**Resource:** Build a Lean Business Model Canvas

* A one-page business plan that helps you build-out your idea. To learn more about how to build a Lean Canvas Model, watch [this video](https://www.youtube.com/watch?v=7o8uYdUaFR4) or, review [this guide](https://startit.rs/media/LeanCanvas.pdf). [Canvanizer.com](http://canvanizer.com/) is a great resource for you to build out your Lean Canvas.

**Read:** [Learn how to estimate your market](https://learn.marsdd.com/article/how-to-estimate-market-size-business-and-marketing-planning-for-startups/)

**Read:** [Create a user persona](https://learn.marsdd.com/article/how-to-craft-buyer-and-user-personas-to-benefit-your-business/)

**Resource:** [The Beginner’s Guide to Buyer Personas](https://cdn2.hubspot.net/hubfs/53/tools/make-my-persona/offer/HubSpot_Make_My_Persona_Education_Offer.pdf)

You won't be able to position what you're selling to meet customers' needs without knowing who they are. Use [this guide](https://cdn2.hubspot.net/hubfs/53/tools/make-my-persona/offer/HubSpot_Make_My_Persona_Education_Offer.pdf) from HubSpot and their [Make My Persona tool](https://www.hubspot.com/make-my-persona) to organize the information you've gathered about your persona(s) into a clean, actionable PDF that you can easily share with your team for collaboration.

**Read:** [How to effectively interview potential customers](https://learn.marsdd.com/article/interviewing-potential-users/)

**Workshop:** Customer Development Immersive

* This seven-week online course through the MaRS Startup Toolkit addresses a core challenge that founders face – understanding and talking to customers. It’s designed for emerging business leaders and innovators who want a master class in customer development. This course is entirely online and self-guided, and you can get started at any time. Our unique discount code is: **COM100**, which will ensure the $35 registration fee is waived. [Register now!](https://learn.marsdd.com/course/customer-development-immersive/)

**Resource:** Recruiting your co-founder

* This six-step guide from MaRS is a practical resource to understand what to look for in a good co-founder candidate. It also offers some pragmatic suggestions for how to recruit them. [**Access the guide**](https://learn.marsdd.com/article/recruiting-your-co-founder/?utm_medium=email&utm_source=EEEP&utm_campaign=content_promotion&utm_content=16092021).

**Resource:** YC's Free Online Platform for Finding a High-Quality Co-Founde**r**

* Match with co-founders based on your preferences for interests, skills, location and more.[**Sign up**](https://www.startupschool.org/cofounder-matching).

### **Business 101 (**i.e., **I don’t have the business skills. Please assist**!**)**

This could be your first attempt at starting your own company. Or you’re a tech founder who ran the engineering side of things previously, but not the business. Whatever, no need to be a worrywart – we have you covered. Get educated in topics that give you the skills to build a business around your idea.

**Start-up Sessions** (learn business basics!)

* Presented by Small Business Centres Ontario, this series of 10 free online learning sessions will set you up with the skills and knowledge needed to successfully launch your new business. [**Start learning now!**](https://www.sbcontario.ca/start-up/)

**Entrepreneurship 101**

* Learn how to launch a startup. Created for aspiring founders who want a master class in entrepreneurship, this five-week, on-demand online course offers mentorship from experts and all the tools needed to launch your startup. Our discount code is: **COM100**, which will ensure the $35 registration fee is waived. [**Register now!**](https://www.marsdd.com/service/entrepreneurship-101/)

**Business Model Validation**

* This five-week online course will help emerging business leaders create a sustainable business model and develop a framework for validating that model. You will learn the lean startup method and why the business model canvas is used. It will help you build your own business model canvas and make adjustments based on feedback. Use COM100 or make sure to include Communitech as your Regional Innovation Centre when registering to receive a refund for the course. [**Register now**](https://learn.marsdd.com/course/business-model-validation/)**.**

**Medtech Reimbursement Intensive**

* Are you a medical technology entrepreneur? Before you enter any health technology market, it’s critical to assess the local reimbursement landscape to identify the opportunities and barriers associated with coding, coverage and payment. This is a self-paced, free-form online course that familiarizes entrepreneurs with medical markets across the world. [**Register here.**](https://learn.marsdd.com/course/medtech-reimbursement-intensive/)

**Read:** [The Lean Startup](https://www.amazon.ca/Lean-Startup-Entrepreneurs-Continuous-Innovation/dp/0307887898)

**Read:** [Business Model Design](https://learn.marsdd.com/article/business-model-design/)

**Read:** [Crafting your Value Proposition](https://learn.marsdd.com/article/crafting-your-value-proposition/)

**Read:** [Bunker Labs: Business Canvas](https://drive.google.com/a/communitech.ca/file/d/1SM2xzv9qnOkH-uAcOxq8MzTOcH-j7sFQ/view?usp=sharing)

**Read:** [Bunker Labs: Me Canvas](https://drive.google.com/a/communitech.ca/file/d/1p-qozGXOeFMIT16S8v-eAXud8j0qPLSR/view?usp=sharing)

**Read:** [11 must-have resources for marketing experts looking to grow their business](https://marsdd.com/news/11-must-have-resources-for-marketing-experts-looking-to-grow-their-business/)

**Read**: [4 Ways to Supercharge Your Marketing Efforts with Google Cloud](https://sada.com/insights/blog/4-ways-to-supercharge-your-marketing-efforts-with-google-cloud/)

**Resource:** [Learn the basics of accounting with this free tool (Accounting Coach](https://www.accountingcoach.com/))

**Watch:** [How to start a startup](https://www.youtube.com/playlist?list=PL5q_lef6zVkaTY_cT1k7qFNF2TidHCe-1)

**Resource:** [Continuous Innovation Foundations (CIF): A new email course by Ash Maurya](https://www.leanfoundry.com/cif?utm_source=substack&utm_medium=email)

### **Tech 101 (**i.e., **I am a business genius. Not so sure on the tech stuff yet.)**

You have a background in business but need help building a tech product. No problem. These resources will help with that, whether you want to learn how to code or how to hire the best tech talent.

**Class:** [Learn how to code in the KW region](http://www.comit.org/)

**Class:** [Or online](https://www.codecademy.com/)

**Class:** [Udacity Software Development Process](https://www.udacity.com/course/software-development-process--ud805)

**Watch:** [What is Agile development?](https://youtu.be/GzzkpAOxHXs)

**Resource:** Learn with Google AI

Learn from ML experts at Google. Whether you’re just learning to code or you’re a seasoned machine learning practitioner, you’ll find [information and exercises](https://ai.google/education#%3Fmodal_active=none) to help you develop your skills and advance your projects.

**Resource:** The[**WorkInTech national job board**](https://www1.communitech.ca/jobs) helps homegrown tech companies like yours tap into a wider pool of talent. [Workintech.ca](https://www1.communitech.ca/jobs) supports companies that have a Canadian global HQ, are building innovative technology and have at least two but no more than 2,000 global employees. List your company [here](https://www.communitech.ca/start-and-grow/yourself-and-your-teams/list-your-company.html?utm_source=startup-monthly&utm_medium=email&utm_campaign=wit-list-your-company).

**Read:** [Create a job description](https://drive.google.com/file/d/1XCy0LUjjog_vtAFCFJJ2QM6yV1PBReyy/view?usp=sharing)

**Read:** [Managing total rewards during a down economy](https://learn.marsdd.com/article/managing-total-rewards-during-a-down-economy/)

**Resource:** Google Office Hours (Google Developers Technical Advisors Program).

Google for Startups is offering 1:1 mentoring sessions with Google experts across a variety of topics, from engineering to growth strategy and more.

Learn more and apply [here](https://events.withgoogle.com/google-developers-technical-advisors/)

**Product Development**

### **Building & Testing an MVP**

Whoa there Speedy! It would suck if you build this awesome product and then nobody uses it. That’s where an MVP or Minimum Viable Product comes in. An MVP is the simplest version of the product that’s able to convey its value to the user/customer (i.e., no bells and whistles attached). Think of your MVP as a tool that helps you assess what it is that makes people love your product, or conversely, what they don’t love about it (haters gonna hate), and how you can tweak your product to turn detractors into enthusiastic fans.

**Read:** [Building an MVP](https://medium.com/wolfpack-digital/6-steps-to-build-your-mvp-f42b830e0d9f)

**Read:** [Different types of MVP’s](https://www.cobbleweb.co.uk/choose-right-mvp-type/)

**Read:** [How to use Design Sprints to build your MVP](https://www.thesprintbook.com/how)

**Read:** [Struggling to build an MVP?](https://medium.com/swlh/how-to-build-an-mvp-in-the-right-way-in-2018-f538df0f2bba)

**Read:** [Steps after building a MVP](https://medium.com/swlh/i-have-my-mvp-ready-whats-next-5920cd1a91a1)

### **Intellectual Property 2.0**

Intellectual property business strategy for tech-driven companies.

**Build your IP strategy**

**Apply:** [ElevateIP at Communitech](https://communitech.ca/how-we-help/elevateip/)

**Read:** [IP 101](https://gowlingwlg.com/en/insights-resources/guides/2020/doing-business-in-canada-intellectual-property/)

**Read:** [IP Strategy Assessment](https://www.surveygizmo.com/s3/5620017/Stratford-IP-Strategy-Assessment-Discovery?utm_source=Communitech&utm_medium=Post&utm_campaign=AskAnything&utm_content=IP%20Assessment)

[Canadian Intellectual Property Office](https://www.ic.gc.ca/eic/site/cipointernet-internetopic.nsf/eng/home) (and check out CIPO’s [YouTube channel](https://www.youtube.com/channel/UCnKfEaiFrs9rKG4h2Wf14yA) for more content)

**Resource:** [IP Toolbox](https://www.ic.gc.ca/eic/site/cipointernet-internetopic.nsf/eng/h_wr04320.html) - Customize, create or add to your existing intellectual property (IP) kit with these handy tools, resources and wide-ranging information resources.

**Resource**: [Plan for Success – Build an IP Strategy](https://www.ic.gc.ca/eic/siTe/cipointernet-internetopic.nsf/eng/wr04986.html). This is for those who want to learn the fundamentals of an IP strategy; innovative small- and medium-sized enterprises (SMEs) that have registered or applied for IP rights; and SMEs looking to export their products or services to foreign markets.

[Communitech Pro Squad Lawyers](https://communitech.ca/how-we-help/pro-squad.html) provide access to trusted advice from vetted sources without the need to shop around.

**Resource:** Nahm IP Law is an intellectual-property law firm located at the Catalyst

Commons in Kitchener’s Innovation District. [Contact Tai](mailto:tnahm@nahmiplaw.com) for more information.

**Resource:** The PCK team is founder friendly and many of its professionals have spent

several years in startup and early-stage companies focused on IP. [Contact Emily](mailto:low@pckip.com) for more information.

[Ontario Collaborative Innovation Platform](https://ocip.ecampusontario.ca/) (OCIP) is a new match-making service that

helps Ontario companies address business challenges with a comprehensive, coordinated

process to support research & development and workforce training. OCIP helps you find a

partner from among Ontario’s colleges, Indigenous Institutes and universities.

[Vector Institute](https://vectorinstitute.ai/) offers programs for small- and medium-sized businesses no matter where your organization is in its AI journey.

**Resource:** [Fast Lane Program](https://vectorinstitute.ai/fastlane-program/) - delivers leading-edge AI knowledge transfer that allows

this unique community to capitalize on the transformative power of artificial intelligence.

**Financial Assistance**

### **Building a** P**ricing $trateg**y

You have a product. Time to figure out how much to charge for it. Coming up with a pricing sweet spot is key. You don’t want to overcharge and scare customers away. At the same time, you don’t want customers to undervalue your product. A solid pricing strategy is a key factor for the long-term growth of your company. You need those dollars, yo!

**Read:** [Different types of pricing strategies](https://blog.hubspot.com/sales/pricing-strategy)

**Read:** [Things to consider](https://www.entrepreneur.com/encyclopedia/pricing-a-product)

**Watch:** [Pricing Strategy Video](https://www.youtube.com/watch?v=mmm0ccYPliU)

**Read:** [Crafting your value proposition](https://learn.marsdd.com/article/crafting-your-value-proposition/)

**Read:** [Foundations of fundraising and how to raise](https://letsgo.hustlefund.vc/raise-millions)

### **Non-dilutive funding options (**i.e., **Show me the** money!**)**

**Read:** [Innovation Funding Guide - Ontario](https://drive.google.com/a/communitech.ca/file/d/0B_bbrKpirgA0YVF4ckpCSjgyMV96VFdidnIxM29PUGFKOUlz/view?usp=sharing)

**Read**: [General Funding information](https://docs.google.com/document/d/1JJcQbEluW81Fr0QYvckv1kHWMJbiEQuXVlass0Yga5s/edit?usp=sharing)

**Watch:** [The Four Buckets of Government Funding](https://www.youtube.com/watch?v=M6bzflgkRMs)

**Academic Collaborations**

* [NSERC Alliance Grant](http://www.nserc-crsng.gc.ca/Innovate-Innover/alliance-alliance/index_eng.asp) – Large ($150K/year) university/company collaborations
* [Ontario Centre of Innovation (OCI)](https://www.oc-innovation.ca/)– VIP Collaboration for academic projects.
* [Mitacs Accelerate](http://www.mitacs.ca/accelerate)
  + [Business Strategy Internships](https://discover.mitacs.ca/business-strategy/). Open to all disciplines, all degree levels (college/undergrad through postdoc), with no deadline to apply. Awards start at $10-15k for a four-month project (with 50-75% of funding provided by Mitacs), and can scale with the needs of the partner. See PDF.
* [Student Work Placement Program:](https://uwaterloo.ca/hire/funding-opportunities/student-work-placement-program) A good overview of how those subsidies work, and some of the programs that are available.

**NRC IRAP: learn about Canada’s leading innovation assistance program for SMEs**

The National Research Council of Canada Industrial Research Assistance Program (NRC IRAP) can help you build your innovation capacity and take your ideas to market. This is done through financial assistance, advisory services and connections to the best business and R&D expertise in Canada.

David Wells is a local Client Engagement Advisor with IRAP. He can speak with you about IRAP programs and services. If you meet the following criteria, perhaps a conversation with David could be beneficial:

* You are an incorporated, profit-oriented small- or medium-sized business in Canada;
* You have 500 or fewer full-time equivalent employees;
* You plan to pursue growth and profit by developing and commercializing innovative, technology-driven new or improved products, services or processes in Canada;
* At least one senior executive working full-time hours in the company;
* Your company has access to adequate financial resources that can cover your company’s cost.

In addition to access to IRAP programs, David can provide knowledge and advice on other programming that may be beneficial to your company. If you are interested, reach out to David at david.wells@nrc-cnrc.gc.ca to book a time (in person or virtual).

**Pocketed**

[Pocketed](https://hellopocketed.io/) helps thousands of small and start-up businesses access billions of dollars in untapped non-dilutive funding. Through their (free to use) intelligent matching platform, you are provided a curated list of grants, tax credits and competitions for which your business is eligible. You can then access the support you need to get funded through grant writers, legal experts and more.

Through our partnership with Pocketed, you receive exclusive access to their basic platform and incentives on their premium Pocketed+ service.

Access a free grant consultation and get 25% off Pocketed+ when you sign up using the referral code: **CommTechX**

[Create your account today!](https://app.hellopocketed.io/create-account)

**New Grad Hires**

* [IRAP’s Youth Employment Strategy grants](https://www.mentorworks.ca/what-we-offer/government-funding/human-resources-and-training/youth-employment-program/)
* [Digital Tech or Cleantech Internships](https://www.careerlauncher.ca/employers/our-internship-programs/)
* [Recruitment with eTalent Canada](https://www.etalentcanada.ca/employment-programs/recruitment/)
* [Training for staff: Canada-Ontario Job Grant](http://www.tcu.gov.on.ca/eng/eopg/cojg/)
* [University of Waterloo](https://uwaterloo.ca/hire/funding-opportunities/student-work-placement-program) has programs to help hire co-op students for projects ranging from Sales & Marketing to Biotechnology and IT.
  + [Conestoga College](https://www.conestogac.on.ca/co-operative-education/contact), [WLU](https://www.wlu.ca/information-for/community-members/employers/co-op/index.html) and [UWaterloo](https://uwaterloo.ca/hire/funding-opportunities/student-work-placement-program) all have dedicated co-op advisors to help you navigate the process of finding and funding talent.

**Others**

* [Funding Portal](https://ca.fundingportal.com/)
* [Innovation Canada: Business Benefits Finder](https://can01.safelinks.protection.outlook.com/?url=https%3A%2F%2Finnovation.ised-isde.canada.ca%2Fs%2F%3Flanguage%3Den%26lang%3Deng&data=01%7C01%7Cagreen%40mitacs.ca%7C94a6d0b2570b4117f48108d73c5da500%7Cc9b5301b33334fdaa9f3255953ad265b%7C0&sdata=pYQ%2BmoWS%2Fovrd%2FSxZVVbYj6xVCh3GTC7DARZEnYd%2BWE%3D&reserved=0)
* [R&D Partners Funding Finder](https://www.rdpartners.com/funding-finder/)

**Resource:** [Grant writing with Mentor Works](https://www.mentorworks.ca/)

**Resource:** [Mentor Works Government Funding Directory](https://www.mentorworks.ca/government-funding/) (Great for finding programs, but double check the details of each program on the official partner page).

### Raising **Capital**

Things to think about before raising:

**Resource**:[**Kevin Hale - How to Evaluate Startup Ideas**](https://www.youtube.com/watch?v=DOtCl5PU8F0)

**Workshop**: [Introduction to Valuation](https://learn.marsdd.com/course/introduction-to-valuation/)

* A self paced online course created to give an introduction to startup valuations, covers multiple valuation models. By the end of the course you should be able to understand the calculations, models, and formulas necessary to value your startup as well as the qualitative aspects of valuations. \*Select Communitech as the Regional Innovation Centre you’re affiliated with upon registration.

**Resource**: [What we learned from 200 startups that raised](https://www.linkedin.com/posts/jocius_what-we-learned-from-200-startups-who-raised-ugcPost-6735203306878181376-u4sJ/)

**Rsource**: [What we learned from designing 200 pitch decks](https://www.sketchdeck.com/blog/what-we-learned-from-designing-200-pitch-decks)

**Workshop**: [Introduction to Market Sizing](https://learn.marsdd.com/course/introduction-to-market-sizing/)

* ​​A course designed to help understand the potential market size your startup has access to. Includes terms, different approach methodologies to determining market size as well as case studies for practice and a deeper understanding for self application. \*Select Communitech as the Regional Innovation Centre you’re affiliated with upon registration

**Communitech:**

Communitech’s Strategic Capital Services team can help you prepare for investor meetings, create a knock-out pitch presentation, connect with potential investors and more. We encourage all startups to engage with us six months PRIOR to your raise so we can best support your efforts.

* Are you fundraising? Need credible investment data? [PitchBook as a Service](https://drive.google.com/file/d/1Hy1yTSEttHqPJuxP3k3Up7YXUd5zCnib/view) is for startups to gain insights on investors, deals, valuations and more. Contact [jess.scholtz@communitech.ca](mailto:jess.scholtz@communitech.ca) to learn more.

**Workshop**: [Pitching to Investors](https://learn.marsdd.com/course/pitching-to-investors/)

* A 40 hour self paced course giving you all the necessary knowledge to pitch your company to investors. You will learn the importance of creating and telling the story of your business, from refining your story, to creating your pitch deck, and finally engaging with your investors.   
  \*Select “**Communitech**” as your Regional Innovation Centre and use **COM100** to waive the registration fee (don't forget to select “Apply Discount”!)

**Resource:** [EDC Investment Matching Program](https://www.edc.ca/en/solutions/financing/investment-matching-program.html)

EDC can match investments of up to $5 million in capital. Created as a temporary pandemic support program, and developed in partnership with venture capital (VC) and private equity (PE) firms, EDC’s Investment Matching Program is now permanent. It partners with private sector investors to provide up to $5 million in capital to Canadian small- to medium-sized businesses (SMBs) that are direct or indirect exporters. Approval can be as quick as 10 business days.

**Market Ready**

### As well as a Go-to-Market

Once you have nailed down who your customers are, you need to find ways to make them hear you and your value proposition. A good go-to-market plan outlines how you intend to market and sell your products to potential customers.

**Read/Watch:** [The seven step go-to-market-strategy](https://www.marsdd.com/news/the-seven-step-go-to-market-strategy/)

**Watch:** [Harvard i-lab GTM](https://youtu.be/rqi-n0hA4uo)

#### **Resource:** [**MaRS Accelerating Global Expansion Program**](https://learn.marsdd.com/course/accelerating-global-expansion/)– Designed for entrepreneurs who are actively looking to expand their business to international markets for the first time, the program aims to help ventures avoid common pitfalls and build a robust international expansion plan that sets them up for global success.

By signing up for the program, ventures receive access to the following resources:

* **Online Modules** | Four on-demand modules, each one covering a critical component of your international expansion plan. Each module is designed to stand on its own so ventures can allocate their time based on the areas in which they require the most support.
  + Module 1 – Expansion readiness (2 hours)
  + Module 2 – Assessing international markets (6 to 8 hours)
  + Module 3 – Risk assessment (6 to 8 hours)
  + Module 4 – Developing global partnerships (2 hours)
* **Resource Library** | A comprehensive library of resources available to support Canadian ventures in expanding internationally.
* **Monthly AMA Sessions** | Live, highly interactive sessions in which ventures and experts will share their unique challenges and discuss opportunities to overcome them. These sessions will be held monthly and each one will cover a unique topic

**Read:** [Startup marketing – Planning & executing growth marketing strategies](https://learn.marsdd.com/article/startup-marketing-planning-growth-marketing-strategies)

### **Constructing metrics to benchmark (AKA: It’s alive… sort of)**

How do you track your company’s progress? How do you show potential customers/investors just how effective and valuable your idea is? One word: *METRICS*. Metrics are key to showing outsiders the value that your product provides. Even more, formulating and tracking metrics delivers an understanding about what is working (or not working) in the business, and how to improve on it.

**Watch:** [Understanding Startup Metrics](https://www.youtube.com/watch?v=hU6p1AWBiw0)

**Read**: [16 Startup Metrics](https://a16z.com/2015/08/21/16-metrics/)

**Read:** [The Seven Startup Metrics You Must Track](https://www.forbes.com/sites/theyec/2014/06/20/the-seven-startup-metrics-you-must-track/#1d4b5fb2725e)

### **Pitching your company (AKA: How to throw a fastball)**

As an entrepreneur, being able to pitch your business \*has\* to be second nature. Think of yourself as a billboard for your business. That can walk. And talk. You get the picture. Whether be it in front of a crowd, or while having tea with someone who wants to know more about the business, pitching is part and parcel of an entrepreneur’s everyday life. Here you will learn how to build a great pitch deck as well as how to craft an effective pitch around it.

**Read:** [How to build a better pitch deck](https://blog.ycombinator.com/how-to-design-a-better-pitch-deck/)

**Read:** [How to build a better pitch deck - II](https://hackernoon.com/seed-fundraising-how-to-build-a-deck-fe24ae05be4f)

**Watch:** [Essentials of building and delivering an effective pitch](https://youtu.be/nWLT1LfvnEw)

**Resource:** [One pager template](https://docs.google.com/document/d/1YoPnak2qwj9k8WqwdTTcPuuEgFcuoCglQF5CQ78XYhM/edit?usp=sharing)

**Workshop:** Pitching to Investors (On-demand)

* This online, self-guided course through MaRS is designed to help entrepreneurs understand how to effectively engage with investors and apply the principles of storytelling to create a powerful pitch. This course is entirely online and self-guided, you can get started at any time. [**Register now!**](https://learn.marsdd.com/course/pitching-to-investors/)\*  
  \*Select “**Communitech**” as your Regional Innovation Centre and use **COM100** to waive the registration fee (don't forget to select “Apply Discount”!)

**Sales**

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Building a good product is great. Being able to sell the product is even better. Selling is part art, part science. You need to develop strategies and tactics, as well as the skills that will maximize your chances of success, leading to all of the exponential growth that you are craving and working so hard to achieve.

**Workshop:** B2B Sales for Founders

* This on-demand course is a self-guided, five-week online course designed for early-stage founders who are looking to transition away from product development and focus more on jump-starting their sales flow and strategy. The course will walk you through the development of your own personal sales plan, enabling your capacity to close customers and accelerate revenue. More details and registration [**here**](https://learn.marsdd.com/course/getting-to-yes-b2b-sales-for-founders/)\*.  
  \*Select “**Communitech**” as your Regional Innovation Centre and use **COM100** to waive the registration fee (don't forget to select “Apply Discount”!)

**Read:** [What Entrepreneurs Get Wrong](https://hbr.org/2013/05/what-entrepreneurs-get-wrong)

**Read:** [Teaching Startups the art of the sale](https://techcrunch.com/2017/08/10/teaching-startups-the-art-of-the-sale/)

**Read/Watch:** [The best B2B sales techniques for startups](https://www.marsdd.com/news/best-b2b-sales-techniques-startups/)

### **Workshop:** Startup talent: How to plan for, recruit and hire your first few employees

* This self-directed online program provides step-by-step direction, actionable templates and activities to help you hire and attract high-quality talent. Led by entrepreneurs and talent experts, each module draws upon a wide range of creative hiring strategies that can help you win the battle for the war on talent. Use the discount code **MARS100** to which will ensure the $35 registration fee is waived. Learn more and register [here](https://learn.marsdd.com/course/startup-talent/).

**Resource:** [The Remote Sales Playbook: 30+ Resources to Help Sell From Anywhere](https://www.hubspot.com/sell-from-anywhere)

* Through these bite-size lessons, founders will learn how to optimize their sales process online, how to thrive at remote selling, and how to manage a remote sales team effectively.

**Need help improving sales productivity?** Sharpen your skills with [these resources](https://www.hubspot.com/startups/customers/dashboard/product-resources/sales-productivity) from HubSpot for Startups.

**Resource**: [Free Sales Plan Template](https://offers.hubspot.com/sales-plan-template?utm_campaign=Global%20%7C%20HSFS%20%7C%20Prospects%20Newsletter%20%7C%202022&utm_medium=email&utm_content=206562181&utm_source=hs_email) - Outline your company’s sales strategy in one simple, coherent plan by HubSpot and Aircall. Interested in HubSpot for Startups? Apply to receive the startup friendly pricing available to eligible Communitech members. Learn more [here](https://docs.google.com/document/d/1_LkDg6mZmSGnIyWd2e-84GBquNQQvJNeepuG8OQPa_I/edit?usp=sharing).

Networking **Resources**

### Learning and networking with peers

Sometimes the best way to learn is from other forward thinkers such as yourself. Lean on the knowledge gained from other entrepreneurs who have been down the same road you are walking on. And who knows; maybe one of your new peeps may help open doors to a glorious new opportunity for your fledgling enterprise.

**Career-specific Peer2Peer groups**

Browse through our [directory](https://communitech.ca/start-and-grow/yourself-and-your-teams/peer2peer.html) of Peer2Peer networking groups.

**Resource:** [Google: Founder Fridays](https://adsonair.withgoogle.com/founder-fridays)

**Resource:** [HackerNest Waterloo Tech Socials](https://www.meetup.com/hackernestKW/)

### Workspace Options (AKA: Where’s the free coffee at?)

Sometimes, working from home is just not the solution. You need a place where you (and your team) can focus and get stuff done. These office workspaces around the KW region are just the ticket you are looking for.

[**Communitech’s Hybrid Hub**](https://communitech.ca/how-we-help/tenancy/): Our Hybrid Hubs offer space and options to complement the new ways of working and allow you to work in the heart of the tech community, in whatever way makes sense to you. We have co-working spaces, dedicated desks, suites and meeting rooms available, as well as virtual mail service available to Communitech members. Day passes are available.

**Resource:** [WorkHaus](https://workhaus.ca/location/290-king-street-east/)

**Resource:** [Accelerator Centre](https://www.acceleratorcentre.com/)

**Resource:** [Catalyst](https://catalyst-commons.com/)

### Free services/perks from Communitech

Don’t say we never did anything for you.

**Slack**

The Communitech Founder Services Slack channel is our way of connecting you to the people that matter most: each other! Whether it’s to crowdsource answers to your questions, be up to date on new opportunities and programs, get feedback on your newest invention or startup idea, this Slack channel is your new social home away from home.

**Advisor Is In**

For companies that don’t (yet) have a dedicated Founder Success Manager (FSM), this is your opportunity to get one-on-one time with one. Come prepared to discuss a specific topic, challenge or issue you are facing. Examples of a few of the things we help with: “Am I on the right track?”, “What do next steps look like?”, "Am I ready for investment?", "Can you review my pitch deck?". [Book time with an advisor now](https://calendly.com/advisor-is-in/advisor-is-in).

**Pro Squad**

Knowing who to turn to for business advice can be overwhelming. [Communitech’s Pro Squad](https://communitech.ca/how-we-help/pro-squad.html) gives member companies access to trusted advice from pre-vetted sources without the need to shop around. [Reach out](https://communitech.ca/how-we-help/pro-squad.html) to them directly to schedule time to meet online.

**Cloud Credits (**[**more information about offers and programs here**](https://docs.google.com/document/d/1_LkDg6mZmSGnIyWd2e-84GBquNQQvJNeepuG8OQPa_I/edit?usp=sharing)**)**

Companies who are using cloud services to host their platforms can make use of our cloud credit programs to offset the cost of paying for these services. Access request forms for cloud credit applications using these links. A member of our team will follow up with more information and instructions on how to fill out the applications.

* Google Cloud Credits [request form](https://forms.communitech.ca/8q6VmbMvWjQPn7Vf6Gp1OlKALrwaoB) and [website](https://cloud.google.com/startup).
* AWS Activate Credits [request form](https://forms.communitech.ca/Ol4Pqm6LM71eJRLTmnR0pa39bANBKy).
* Hubspot for Startups [request form](https://forms.communitech.ca/8jRk0zZYwN2VJkqsDnPq9moaOM543r).

**Benefits**

[Tech Life Benefits](https://techlife.cowangroup.ca/) through Cowan Insurance - Unlike traditional insurance policies, TechLife® offers tiered, customizable and scalable solutions designed specifically for startups and rapid-growth small businesses.

**WorkInTech Job Board**

Post an unlimited amount of jobs for free on the [Work In Tech job board](https://www1.communitech.ca/jobs)! Work In Tech is exclusively for Communitech members and helps you connect with a passionate and experienced candidate pool. Register for an account [here](https://www.communitech.ca/start-and-grow/yourself-and-your-teams/list-your-company.html).

**BenchMarket: TechEdge for Communitech**

Searching for great market salary data? [TechEdge](https://benchmarket.ca/products/communitech-member-benefit/) provides data for the tech sector across Ontario. BenchMarket’s data will allow your company to compare current policies to benchmarked figures within the Kitchener/Waterloo Region as well as other Tech hubs in Ontario. Communitech Members receive a substantial discount with a special promotion for companies with less than 20 employees. Contact [help@benchmarket.ca](mailto:help@benchmarket.ca) for details.

**Google for Startups Office Hours mentor platform**

Looking for some mentorship through Google for Startups? Googlers who volunteer their time to work with startups use Appointy as their mentor / founder scheduling platform, which allows founders to find the right mentors that cover the right topics and different times.

Request booking access [here](https://docs.google.com/forms/d/e/1FAIpQLScJPogXKYtN424erV8wTdMZDE8o8G-pd3XtNi53GfXzkIaU7Q/viewform).

Growth Resources

### Learning tools from other partners

[**YC’s Startup School**](https://www.startupschool.org/)

* [Startup School’s Youtube Channel](https://www.youtube.com/channel/UCcefcZRL2oaA_uBNeo5UOWg)

**MaRS**

* [MaRS Startup Toolkit](https://learn.marsdd.com/collections/)
* [MaRS Startup Toolkit Youtube Channel](https://www.youtube.com/user/MaRScentre)

[**Google Primer App**](https://www.yourprimer.com/): this free mobile app offers quick, easy-to-understand lessons to help business owners and individuals grow skills and reach their goals

[**Small Business Centres Ontario E-learning sessions**](https://www.sbcontario.ca/): SBC Ontario offers resources and growth e-learning courses to help existing entrepreneurs in the growth and expansion stages of their business.

[**HubSpot Academy**](https://academy.hubspot.com/courses?page=1): learn the latest business trends from leading experts.

[Velocity’s Library for Startups](https://drive.google.com/drive/folders/1Cju_SGBIzffvgt8DQ0IFCavjiquUQSTc)

[BDC: Entrepreneur's learning centre](https://catalog.bdc.ca/?page=1&pagename=Courses)

### More reading for budding entrepreneurs

[The Startup on Medium](https://medium.com/swlh)

[First Round Magazine](https://firstround.com/review/magazines/)

[TechCrunch](https://techcrunch.com/startups/)

[Founder’s Pocket Guide Series](https://amzn.to/2PjAkBs)

[Business Model Generation](https://www.amazon.ca/Business-Model-Generation-Visionaries-Challengers/dp/0470876417)

[Venture Deals: Be smarter than your lawyer and your venture capitalist](https://amzn.to/2PhAiKd)

[Blue Ocean Strategy](https://amzn.to/2ksNFZu)

[Measure what matters](https://amzn.to/2lZLH3f)

[How to win friends and influence people](https://amzn.to/2lBVTyQ)

### Podcasts that are guaranteed to inspire

[Corner Office Podcast](https://www.marketplace.org/shows/corner-office-from-marketplace/)

[User Defenders](https://userdefenders.com/)

[This Week in Startups](https://thisweekinstartups.com/)

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### Ecosystem Incubators / Accelerators / Programs that also help entrepreneurs

[Accelerator Center](https://www.acceleratorcentre.com/) is an award-winning startup accelerator dedicated to building and scaling sustainable, globally competitive companies and giving startups the highest probability of long-term success.

* [Accelerator Program](https://www.acceleratorcentre.com/programs/accelerator-program)
  + This award-winning program supports entrepreneurs from the early ideation stage all the way to global operations. Over four phases, startups will be enabled to grow internationally while protecting their innovation(s) to maximize economic growth. To complete the program, startups will meet regularly with the programs team and get consistent, one-to-one access to mentors.
* [TD Sustainable Future Program](https://ontariobusinessgrants.com/grants/td-sustainable-future-program/#:~:text=The%20program%20includes%20resources%20and,innovation%2C%20diversity%2C%20equity%2C%20and)
  + Cleantech clients receive access to our designated cleantech specialist mentor team and are invited to special events focused on clean technology, sustainability and the environment and are considered for special grants such as the TD Patents for Startups program and SDTC.

[Velocity](http://velocity.uwaterloo.ca/)

Velocity is an incubator for early-stage, pre-seed tech startups. Velocity combined startup expertise, tools, business advisory, and product development services in one program for founders in search of their first home.

[UrStart by Urtech Manufacturing (Hardware)](https://www.urtechmfg.com/urstart-labs/)

[Medical Innovation Exchange](http://www.medicalinnovationxchange.com/)

[WEtech Alliance](https://www.wetech-alliance.com/)

WEtech Venture Services Wiki can be found [HERE](https://wetechalliance.notion.site/Venture-Services-Wiki-ef0b3f446e2649f09b894f282c784762). It is a one-stop shop for business advisory, from new opportunities for clients to VST Contact information! This page will be constantly updated with the tools you need to help support our clients!

**Mental Health and Wellness**

**Crisis Support Lines**

[HERE 24/7](http://here247.ca/) or call 1-844-437-3247 (1-HERE247)

* Connects you with services immediately in crisis situations but also helps if you don’t know what you need

[Connex Ontario](https://www.connexontario.ca/en-ca/) or call 1-866-531-2600

* Free and confidential information about mental health services and supports in communities across Ontario
* This service supports 170 languages

[Sexual Assault Domestic Violence Treatment Centre](https://www.smgh.ca/areas-of-care/sexual-assault-domestic-violence) 519-749-6994

[Victim Services of Waterloo Region](http://www.vswr.ca) 519-585-2363

[Lutherwood Family Counselling Services](http://www.lutherwood.ca) 519-622-1670

[Telecare Distress Centre](http://www.telecarecambridge.com) 519-658-5455

[Mobile Crisis Services](https://www.lutherwood.ca/mentalhealth/program-directory/crisis-services/mobile-crisis) 519-749-2932

[Sexual Assault Support Centre](http://www.sascwr.org) 519-741-8633

Crisis Services of Waterloo Region 519-744-1813

Distress Line provides supportive listening

* + KW 519-745-1166
  + Cambridge 519-658-6805

EARS for Men supports male survivors of sexual abuse 519-570-3277

Youth Help Line 519-745-9909

[Canadian Mental Health Association and Self-Help Alliance](https://cmha.ca/) 519-744-7645

* CMHA Centralized Access 1-844-437-3247

Waterloo Region Self-Help

* + KW 519-570-4595
  + Cambridge 519-623-6024

[Kids Help Phone](http://www.kidshelpphone.ca) 1-800-668-6868

[Supportive Housing Waterloo](http://www.showaterloo.org/) 519-886-8200

**Programs**

[Mental Health First Aid Training](https://www.mhfa.ca/)

[Mega Health at Work: What Supervisors and Managers Needs to Know](https://megahealth.ca/what-supervisors-and-managers-need-to-know)

[More Feet on the Ground](https://morefeetontheground.ca/) provides free online course

[Open Minds](https://openmindsmentalhealth.ca/) provides training on [Mental Health First Aid](https://openmindsmentalhealth.ca/about-mental-health-first-aid/), [Transforming Compassion Fatigue](https://openmindsmentalhealth.ca/compassion-fatigue/), and [Trauma-Informed Practice](https://openmindsmentalhealth.ca/trauma-informed-practice/)

[Not Myself Today is for a company-led program](https://notmyselftoday.ca/)

**Articles**

# **Read:** [Workplace mental health programs deliver healthier bottom lines](https://www.cbc.ca/news/business/workplace-mental-health-programs-deliver-good-roi-1.5346872)

**Read:** [National Standard](https://www.mentalhealthcommission.ca/English/what-we-do/workplace/national-standard)

**Watch:** [Advocating for Mental Health at Work - Dr. Jessica DiVento](https://www.youtube.com/watch?v=GfTSrtJgemQ)

**Read:** [Sorry not sorry: How to advocate for your mental health at work](https://docs.google.com/presentation/d/1_dnnZr52PvruD_vAxofZnrZm75JvsPp9xofQueCgN48/edit#slide=id.p)

**Resource Websites**

[Inkblot Therapy](https://inkblottherapy.com) used by DMZ and by Velocity

[Sanga Living](http://sangaliving.com)

[Manulife: Workplace Solutions for Mental Health](http://events.snwebcastcenter.com/manulife/GBRS/Prod/WSMH/en/)

[Well-being resources for entrepreneurs - BDC](https://www.bdc.ca/en/about/entrepreneurs-well-being/pages/resources.aspx)

[The Mighty](https://themighty.com/) is a safe, supportive community for people facing health challenges and the people who care for them.

[#RealTalk](https://realtalkmvmt.com/mission) provides mental health education and resources believing that founders, investors, and members of tech deserve better mental health. [For Founders by Founders Aims to Erase Mental Health Stigma](https://startupheretoronto.com/type/profiles/for-founders-by-founders-aims-to-erase-mental-health-stigma/).

**Founder Mental Health**

**Read:** [You Will Have Very Low Moments as a Founder. Here's How to Survive Them](https://www.inc.com/emily-canal/mental-health-for-entrepreneurs.html)

**Read:** [Are You Dealing with Founder Depression? Some Signs to Look For](https://zenfounder.com/managing-stress/are-you-dealing-with-founder-depression-some-signs-to-look-for/)

# **Read:** [Separating self from startup: Founders open up about how to manage your mental health in the stressful business world](https://www.smartcompany.com.au/startupsmart/advice/tips-manage-mental-health-challenges-startups/)

[10 Mental Health Blogs Worth Reading](https://www.blurtitout.org/2017/03/31/10-mental-health-blogs/)

**Associations**

[Canadian Mental Health Association](https://cmha.ca/)

[Bell Let’s Talk Toolkit](https://letstalk.bell.ca/en/toolkit)

[eMental Health](https://www.ementalhealth.ca/)

[Mood Disorders Society of Canada](https://mdsc.ca/)

[Jack.org: Young leaders revolutionizing mental health](https://jack.org/Home)

[Canadian Association for Suicide Prevention](https://suicideprevention.ca/)

**Local Resources in KW Region**

[Canadian Mental Health Association: Waterloo Wellington](http://cmhaww.ca/)

[KW Counselling Services](https://www.kwcounselling.com/) offers walkin hours once a week, sliding scale payment, and some counsellors covered by OHIP, as well as specific programs for LGBTQ, multicultural and domestic abuse.

[Homewood Health](https://homewoodhealth.com/employers)

[Carizon](https://www.carizon.ca/) offers walkin hours once a week, sliding scale payment.

[Family Counselling Centre Cambridge and North Dumfries](https://fcccnd.com/) also offers walk in hours once a week.

[UW Counselling Services](https://uwaterloo.ca/campus-wellness/counselling-services)

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**All roads lead here...**

**COMMUNITECH COMPANY REVIEW**

Have you made progress with your venture such as building out your product, validating with customers and showing proof of market interest? Book some time with one of our advisory team members to catch us up and share your updates via a Company Review.

This meeting can help us understand how we can best support you and could potentially unlock access to a dedicated Communitech advisor, give you access to our capital services team, workshops and growth coaches to help you grow and succeed even faster.

Book time [here](https://calendly.com/advisor-is-in/company-review) for a Company Review. Take your start-up to the next stage.

Need help with your pitch deck? Find our sample pitch deck and the business questions you should have the answers to [here](https://drive.google.com/file/d/1cFk54Bb_sJqQLlmsbcvY3DOZOQl_SmaH/view).